



Express Mailing Label No.: EK 327 850 993 US

PATENT APPLICATION
Docket No.: 14531.82.2

14531

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Dean J. Blackketter, et al.

Serial No.: 09/345,223

Filed: June 30, 1999

For: METHODS AND APPARATUS FOR BROADCASTING
INTERACTIVE ADVERTISING USING REMOTE
ADVERTISING TEMPLATES

RECEIVED
OCT - 2 2000
TECH CENTER 2700
Art Unit 2700

REVOCATION AND SUBSTITUTE POWER OF ATTORNEY

Assistant Commissioner of Patents
Washington, DC 20231

Sir:

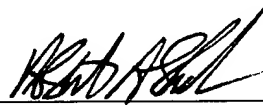
The undersigned, Robert A. Eshelman, declares: that he is Assistant Secretary of WEBTV NETWORKS, INC., and that he is authorized to execute this Revocation and Substitute Power of Attorney on behalf of WEBTV NETWORKS, INC.; and that WEBTV NETWORKS, INC., is the assignee of the entire interest of the above-identified application, as shown by the assignment recorded in the United States Patent Office at Reel 010549, Frames 0678 et seq., a copy of said assignment is attached at Exhibit A hereto; and that the attached assignment has been reviewed by him, and to the best of his knowledge and belief title is in the assignee WEBTV NETWORKS, INC. The assignee, WEBTV NETWORKS, INC., hereby revokes all previous powers of attorney in the above-identified application, and now hereby appoints RICK D. NYDEGGER, Registration No. 28,651; DAVID O. SEELEY, Registration No. 30,148; JONATHAN W. RICHARDS, Registration No. 29,843; BRADLEY K. DeSANDRO,

Registration No. 34,521; JOHN M. GUYNN, CHARLES L. ROBERTS, Registration No. 32,434; Registration No. 36,153; GREGORY M. TAYLOR, Registration No. 34,263; DANA L. TANGREN, Registration No. 37,246; ERIC L. MASCHOFF, Registration No. 36,596; KEVIN B. LAURENCE, Registration No. 38,219; 39,780, ROBYN L. PHILLIPS, Registration No. 39,330; DAVID B. DELLENBACH, Registration No. 39,166; KEVIN K. JOHANSON, Registration No. 38,506; JOHN N. GREAVES, Registration No. 40,362; C.J. VEVERKA, Registration No. 40,858; JOHN C. STRINGHAM, Registration No. 40,831; R. BURNS ISRAELSEN, Registration No. 42,685; DAVID R. TODD, Registration No. 41,348; JESÚS JUANÓS i TIMONEDA, Registration No. 43,332; STEPHEN D. PRODNUK, Registration No. 43,020; R. PARRISH FREEMAN, JR., Registration No. 42,556; KYLE H. FLINDT, Registration No. 42,539; RICHARD C. GILMORE, Registration No. 37,335; and ADRIAN J. LEE, Registration No. 42,785, of WORKMAN, NYDEGGER & SEELEY, 1000 Eagle Gate Tower, 60 East South Temple, Salt Lake City, Utah 84111; and DANIEL D. CROUSE, Registration No. 32,022; and KATIE SAKO, Registration No. 32,628, of MICROSOFT CORPORATION, One Microsoft Way, Redmond, Washington 98052, as attorneys with full power of substitution and revocation, to prosecute said application, to make alterations and amendments therein, to receive the Letters Patent, and to transact all business in the Patent and Trademark Office connected therewith. The declarant further declares that all statements made herein of his own knowledge are true; and further that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful, false statements may jeopardize the validity of the application or any patent issuing thereon. All correspondence and telephonic communications should be directed to:

RICK D. NYDEGGER
WORKMAN, NYDEGGER & SEELEY
1000 Eagle Gate Tower
60 East South Temple
Salt Lake City, Utah 84111

All previous powers of attorney are hereby revoked.

Signed at Redmond, Washington, this 12th day of July, 2000.



Robert A. Eshelman, Secretary
WebTV Networks, Inc.
1065 La Avenida Avenue
Mountain View, California 94043



APRIL 20, 2000



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

PTAS

ARTHUR J. BEHIEL
7041 KOLL CENTER PARKWAY
PLEASANTON, CA 94566



101271019A

**UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT**

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER
REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,
ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY,
SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 02/01/2000

REEL/FRAME: 010549/0678
NUMBER OF PAGES: 10

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

ZIGMOND, DANIEL J.

DOC DATE: 08/30/1999

ASSIGNOR:

BLACKKETTER, DEAN J.

DOC DATE: 08/30/1999

ASSIGNOR:

BERNARDI, SANDRA R.

DOC DATE: 10/05/1999

ASSIGNEE:

WEBTV NETWORKS, INC.
1295 CHARLESTON ROAD
MOUNTAIN VIEW, CALIFORNIA 94114

SERIAL NUMBER: 09345223

PATENT NUMBER:

FILING DATE: 06/30/1999

ISSUE DATE:

RECEIVED
OCT - 2 2000
TECH CENTER 2700

010549/0678 PAGE 2

JEEVON JONES, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

18-2000

Attorney Docket No.: MS-137850.1

FORM PTO-1595

101271019

ER SHEET
72910

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Assistant Commissioner for Patents: Please record the attached original documents or copy thereof:

1. Name of conveying party(ies):

Daniel J. Zigmond
Dean J. Blackketter
Sandra R. Bernardi

2. Name and address of receiving party:

Name: WebTV Networks, Inc.
Street Address: 1295 Charleston Road
City: Mountain View State: CA ZIP: 94041

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Dates: 8/30/99, 8/30/99, and
10/5/99

Additional name(s) & addresses attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s) 09/345,223

B. Patent No.(s)

Patent Application Entitled: "Methods and Apparatus for Broadcasting interactive Advertising Using Remote Advertising Templates"

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Arthur J. Behiel
Patent Attorney
7041 Koll Center Parkway
Pleasanton, CA 94566

6. Total number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41) (\$ 40.00)
☒ PREVIOUSLY PAID.
☐ Authorized to be charged to deposit account

8. Deposit account number:
(attach duplicate copy of this page if paying by deposit account)

9. Statement and signature.

To the best of my knowledge and belief, the forgoing information is true and correct and any attached copy is a true copy of the original document.

Arthur J. Behiel

Arthur J. Behiel
Signature

January 27, 2000
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Assistant Commissioner for Patents, Box Assignments
Washington, D.C. 20231

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Box Assignment, Assistant Commissioner for Patents, Box Assignment, Washington D.C., 20231, on January 27, 2000.

Arthur J. Behiel
Signature

1/27/2000
Date of Signature

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, we, Daniel J. Zigmond, Dean J. Blacketter, Sandra R. Bernardi, and Timothy F. Park (hereinafter referred to as ASSIGNORS), having post office addresses of: 5020 Tolt River Road, Carnation, WA 98014; 104 Saturn Street, San Francisco, CA 94114; 25299 La Loma Dr., Los Altos Hills, CA 94022; 319 Laurel Ave., Menlo Park, CA 94025; respectively, are the joint inventors of an invention entitled "METHODS AND APPARATUS FOR BROADCASTING INTERACTIVE ADVERTISING USING REMOTE ADVERTISING TEMPLATES," as described and claimed in the specification forming part of an application for United States letters patent as filed on 6/30/1999, and assigned Serial No. 09/345,223;

WHEREAS, WebTV Networks, Inc. (hereafter referred to as ASSIGNEE), a corporation of the State of California having a place of business at 1295 Charleston Road, Mountain View, California 94043, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer unto said ASSIGNEE, the entire right, title, and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty, or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors an assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protection title to said invention or letters patent therefor.

IN WITNESS WHEREOF, We have hereunto signed our names on the day and year set forth below.

[Signature]
Inventor's Signature

Daniel J. Zigmond
Inventor's Printed Name

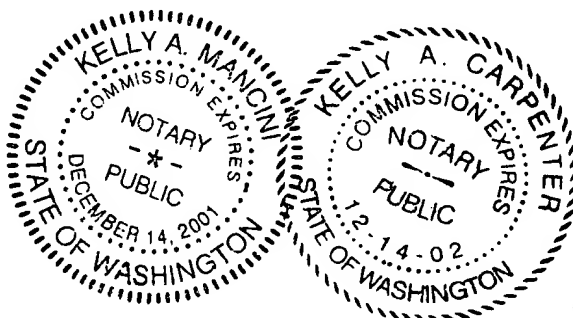
8/30/99
Date

STATE OF California

)
) SS
)

COUNTY OF Santa Clara

On this 30 day of August, 19 99, before me personally came the above named Daniel J. Zigmond who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.



NOTARY PUBLIC Kelly A. Carpenter
My Commission Expires: 12-14-02

Inventor's Signature

Dean J. Blackketter
Inventor's Printed Name8/30/99
DATE

STATE OF

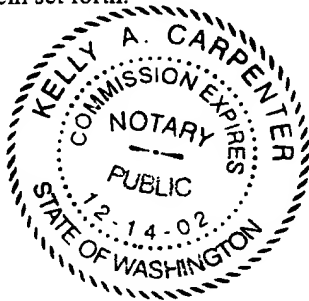
California

COUNTY OF

Santa Clara

)
) SS
)

On this 30 day of August, 19 99, before me personally came the above named Dean J. Blackketter who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.



NOTARY PUBLIC

Kelly A. Carpenter

My Commission Expires: 12-14-02

Inventor's Signature

Sandra R. Bernardi
Inventor's Printed Name10/5/99
DATE

STATE OF

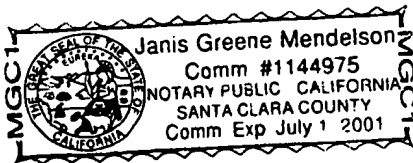
California

COUNTY OF

Santa Clara

)
) SS
)

On this 5 day of October, 19 99, before me personally came the above named Sandra R. Bernardi who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.



NOTARY PUBLIC

Janis Greene Mendelson

My Commission Expires: July 1, 2001

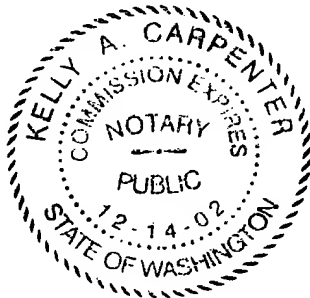
[Signature]
Inventor's Signature

Timothy F. Park
Inventor's Printed Name

09-14-99
DATE

STATE OF California)
COUNTY OF Santa Clara) SS

On this 14 day of September, 19 99, before me personally came the above named Timothy F. Park who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.



NOTARY PUBLIC Kelly A Carpenter
My Commission Expires: 12-14-02